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## New Mexico MainStreet Awards Certification to Seven MainStreet Leaders

*Eleven NM Communities Represented in Certified Executive Directors, Fundraising and Grantwriting Graduates*

**Carlsbad, N.M.** – Today, New Mexico MainStreet (NMMS) announced seven MainStreet leaders have earned Executive Director Certification, marking the completion of a comprehensive training and skills development process. Certification is granted to affiliated NMMS leaders who successfully complete training on the *Main Street Approach™*, fundraising, and grantwriting. Training is led by NMMS Revitalization Specialists and covers topics such as nonprofit management, volunteer & small business development, the creative economy, property redevelopment, historic preservation, placemaking, event management, promotion, and branding.

“By completing New Mexico MainStreet’s Certification program, MainStreet leaders solidify their role as community economic developers because the program prepares them to lead their district’s revitalization efforts. I applaud the 2023 cohort of Certified Executive Directors and the Fundraising and Grantwriting graduates for committing to their professional development and their community’s revitalization goals,” NMMS Director **Daniel J. Gutierrez** said.

*NMMS’s 2023 Certified Executive Directors include:*

1. **Danielle Schlobohm**, *ABQ MainStreet Arts & Cultural District’s Director*
2. **Nolan Ojeda**, *Alamogordo MainStreet’s Executive Director*
3. **Morgan Fox**, *Artesia MainStreet’s Executive Director*
4. **Eyenid Manzo**, *Carlsbad MainStreet’s Assistant Director*
5. **Jacquelyn Connolly**, *Los Alamos MainStreet and Creative District’s Executive Director*
6. **Ilka Villarreal**, *Mora MainStreet Arts & Cultural Compound’s Executive Director*
7. **Barbara Gomez**, *MainStreet Roswell’s Executive Director*




Certificates were awarded at NMMS’s Summer Institute in Carlsbad MainStreet. Additionally, NMMS presented certificates to sixteen leaders for completing fundraising and grantwriting trainings.

“We’re excited to recognize more than a dozen local MainStreet leaders from around the state in the latest cohort of our grantwriting and fundraising trainings, including seven who have completed all requirements needed for Certified Executive Director endorsement. The passion and commitment exhibited by all,

combined with the education and skills they've received will strengthen economic development revitalization efforts in 11 New Mexico communities. Congratulations to all!" NMMS Organizational Development Revitalization Specialist **Eduardo Martinez** said.

The benefits of achieving Certification include recognition at a MainStreet leadership network meeting, professional development, building transferable skills, and educational scholarship opportunities when available.

[Main Street America's Main Street Approach™](#) is a time-tested framework used for community-driven revitalization. The *Approach™* incorporates the four broad areas of Economic Vitality, Design, Organization, and Promotion (known as the Four Points) to implement Transformation Strategies.

<p><b>NMMS 2023 Certified Executive Directors</b></p>	<p><b>NMMS 2023 Fundraising Graduates</b></p>	<p><b>NMMS 2023 Grantwriting Graduates</b></p>
		
<p><i>Pictured from left:</i>                      Nolan Ojeda (Alamogordo)                      Jacquelyn Connolly (Los Alamos)                      Ilka Villarreal (Mora)                      Eyenid Manzo (Carlsbad)                      Morgan Fox (Artesia)                      Daniel Gutierrez (NMMS)</p>	<p><i>Pictured from left:</i>                      Eyenid Manzo (Carlsbad)                      Nolan Ojeda (Alamogordo)                      Sharla Lefkowitz-Oberg (Silver City)                      Morgan Fox (Artesia)                      Jacquelyn Connolly (Los Alamos)                      Lynette Keeth (Clayton)                      Ilka Villarreal (Mora)                      Daniel Gutierrez (NMMS)</p>	<p><i>Pictured from left:</i>                      William Yarborough (Grants)                      Nolan Ojeda (Alamogordo)                      Sharla Lefkowitz-Oberg (Silver City)                      Jacquelyn Connolly (Los Alamos)                      Ilka Villarreal (Mora)                      Morgan Fox (Artesia)                      Daniel Gutierrez (NMMS)</p>

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**About New Mexico MainStreet (NMMS):**

NMMS develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative & business environment resulting in economically thriving downtowns, greater business & employment opportunities, and a higher quality of life. NMMS was founded in 1984 and currently serves 30 MainStreet Districts and 12 Arts & Cultural Districts. Additionally, NMMS has supported 45 Frontier & Native American Community projects, 4 Urban Neighborhood Commercial Corridor projects, and 11 Historic Theaters. Learn more at [nmmainstreet.org](http://nmmainstreet.org). NMMS is a program of the [New Mexico Economic Development Department](http://www.edd.newmexico.gov).